

SECOND REGULAR SESSION

[PERFECTED]

# HOUSE BILL NO. 1641

## 96TH GENERAL ASSEMBLY

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INTRODUCED BY REPRESENTATIVES POLLOCK (Sponsor), DENISON, WELLS, HOLSMAN,  
NASHEED, MOLENDORP, LOEHNER AND ENTLICHER (Co-sponsors).

5686L.01P

D. ADAM CRUMBLISS, Chief Clerk

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### AN ACT

To amend chapter 301, RSMo, by adding thereto one new section relating to an American Red Cross special license plate.

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*Be it enacted by the General Assembly of the state of Missouri, as follows:*

Section A. Chapter 301, RSMo, is amended by adding thereto one new section, to be  
2 known as section 301.4040, to read as follows:

**301.4040. 1. Notwithstanding any other provision of law to the contrary, any**  
2 **person after an annual payment of an emblem-use fee to the American Red Cross Trust**  
3 **Fund, may receive specialty personalized license plates for any vehicle the member owns,**  
4 **either solely or jointly, other than an apportioned motor vehicle or a commercial motor**  
5 **vehicle licensed in excess of eighteen thousand pounds gross weight. The Missouri Chapter**  
6 **of the American Red Cross hereby authorizes the use of its official emblem to be affixed**  
7 **on specialty license plates within the plate area prescribed by the director of revenue and**  
8 **as provided in this section. Any contribution to the American Red Cross derived from this**  
9 **section, except reasonable administrative costs, shall be used solely for the purposes of the**  
10 **American Red Cross. Any person may annually apply for the use of the emblem.**

11 **2. Upon annual application and payment of a twenty-five dollar emblem-use**  
12 **contribution to the American Red Cross Trust Fund, the Missouri Chapter of the**  
13 **American Red Cross shall issue to the vehicle owner, without further charge, an**  
14 **emblem-use authorization statement, which shall be presented by the vehicle owner to the**  
15 **director of revenue at the time of registration. Upon presentation of the annual**  
16 **emblem-use authorization statement and payment of a twenty-five dollar fee in addition**  
17 **to the regular registration fees, and presentation of any documents which may be required**

EXPLANATION — Matter enclosed in bold-faced brackets [thus] in the above bill is not enacted and is intended to be omitted from the law. Matter in **bold-face** type in the above bill is proposed language.

18 by law, the director of revenue shall issue to the vehicle owner a specialty personalized  
19 license plate which shall bear the emblem of the Missouri Chapter of the American Red  
20 Cross, and the words "PROUD SUPPORTER" at the bottom of the plate, in a manner  
21 prescribed by the director of revenue. Such license plates shall be made with fully  
22 reflective material with a common color scheme and design of the standard license plate,  
23 shall be clearly visible at night, shall have a reflective white background in the area of the  
24 plate configuration, and shall be aesthetically attractive, as prescribed by section 301.130.  
25 Notwithstanding the provisions of section 301.144, no additional fee shall be charged for  
26 the personalization of license plates issued under this section.

27       3. A vehicle owner who was previously issued a plate with the Missouri Chapter of  
28 the American Red Cross' emblem authorized by this section, but who does not provide an  
29 emblem-use authorization statement at a subsequent time of registration, shall be issued  
30 a new plate which does not bear the Missouri Chapter of the American Red Cross' emblem,  
31 as otherwise provided by law. The director of revenue shall make necessary rules and  
32 regulations for the enforcement of this section, and shall design all necessary forms  
33 required by this section.

34       4. Prior to the issuance of a Missouri Chapter of the American Red Cross specialty  
35 personalized plate authorized under this section, the department of revenue must be in  
36 receipt of an application, as prescribed by the director, which shall be accompanied by a  
37 list of at least two hundred potential applicants who plan to purchase the specialty  
38 personalized plate, the proposed art design for the specialty license plate, and an  
39 application fee, not to exceed five thousand dollars, to defray the department's cost for  
40 issuing, developing, and programming the implementation of the specialty plate. Once the  
41 plate design is approved, the director of revenue shall not authorize the manufacture of the  
42 material to produce such specialized license plates with the individual seal, logo, or emblem  
43 until such time as the director has received two hundred applications, the fifteen dollar  
44 specialty plate fee per application, and emblem-use statements, if applicable, and other  
45 required documents or fees for such plates.

46       5. The specialty personalized plate shall not be redesigned unless the organization  
47 pays the director in advance for all redesigned plate fees for the plate established in this  
48 section. If a member chooses to replace the specialty personalized plate for the new design  
49 the member must pay the replacement fees prescribed in section 301.300 for the  
50 replacement of the existing specialty personalized plate. All other applicable license plate  
51 fees in accordance with this chapter shall be required.

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